

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
------------------------------	--------------

I, Ricardo Armendáriz
do hereby request station time concerning the following issue:

<p style="font-size: 1.2em;">EL PASO ISD BOND ELECTION, 2016 NOV</p>
--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

This broadcast time will be used by: _____

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

KIDS FIRST of EL PASO PAC

4110 RIO BRAVO, #103
EL PASO, TX 79902

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):


EDUARDO RODRIGUEZ

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/14/16  9153093088
Date Signature Contact Phone Number

Digitally signed by Ricardo
Date: 2016.10.11 12:11:12 -0500

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature Printed Name Title



NAB

2665709

10/19

Advertiser: KIDS FIRST OF EL PASO PAC
 Agency: *Forma agency*
 Buyer:
 Length(s): :30
 Proposal #: 676226
 Market [Rank]: EL PASO
 Books: Nov15-RENTAK LO
 Flight Dates: 10/21/16 - 11/07/16
 Note: Rates good for two (2) weeks. Programming subject to change without notice.

Station Contact:
 Name: Patricia Gonzalez
 Phone: (915) 833-8585
 Fax:
 Email: pvgonzalez@kfoxtv.com

Program DP Days Time	Rate Weeks	Oct 21	Oct 24	Oct 31	Nov 7	Cost Spots	A3564 RTG CPP			
KFOX										
KFOX MORNING NEWS 5A	2 \$90	3	-	4	3	\$900	1.9			
M M-F 5:00A- 6:00A	3					10	\$47.37			
Rationale: OV:10.29.15-11.25.15 (RENTAK-LO)										
KFOX MORNING NEWS 6A	2 \$300	1	-	2	2	\$1,500	5.6			
M M-F 6:00A- 7:00A	3					5	\$53.57			
Rationale: OV:10.29.15-11.25.15 (RENTAK-LO)										
BIG BANG THEORY 6:30P	3 \$500	-	-	1	1	\$1,000	4.9			
A M-F 6:30P- 7:00P	2					2	\$102.04			
Rationale: OV:10.29.15-11.25.15 (RENTAK-LO)										
MODERN FAMILY	2 \$300	-	-	1	1	\$600	3.5			
L M-F 10:00P-11:00P	2					2	\$85.71			
Rationale: OV:10.29.15-11.25.15 (RENTAK-LO)										
KFOX MORNING NEWS 7A	2 \$250	-	-	2	2	\$1,000	5.9			
M M/W-F 7:00A- 8:00A	2					4	\$42.37			
Rationale: OV:10.29.15-11.25.15 (RENTAK-LO)										
KFOX NEWS AT 5P	2 \$250	2	-	2	2	\$1,500	2.7			
H M/W-F 5:00P- 6:00P	3					6	\$92.59			
Rationale: OV:10.29.15-11.25.15 (RENTAK-LO)										
KFOX NEWS AT NINE	2 \$500	-	-	1	1	\$1,000	7.7			
T M/W-F 9:00P-10:05P	2					2	\$64.94			
Rationale: OV:10.29.15-11.25.15 (RENTAK-LO)										
Weekly Subtotals		6	-	13	12	\$7,500				
						31				

Demo breakdown:	Spots	Cost	GRP/GI	CPP/CPM	Reach	Frequency	Net Reach	Population
A3564R	31	\$7,500	119.00	\$63.03	44.77	2.66	93,294	208,386

Flight breakdown:	Spots	Spots %	Cost	Cost %	GRP/GI	GRP/GI %	CPP/CPM
10/21/16-11/07/16	31	100%	\$7500	100%	119.00	100%	\$63.03

Dayparts: A - ACCESS; H - EARLY NEWS; L - LATE FRINGE; M - MORNING; S - SPORTS; T - LATE NEWS; W - WEEKEND

Client Signature: _____ Date: _____



KFOX
200 S Alto Mesa Dr
El Paso, TX 79912

Contract # 2665709

Schedule Dates	10/21/16-11/11/16	Date Entered	10/19/16
Advertiser	Kids First of El Paso PAC (113265)	Last Modified	10/20/16
Agency	Forma Agency (17235)	Entered By	Patricia Gonzalez
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	2016 (871124)	Headline #	
Salesperson	HOUSE-EL PASO, KFOX/NFOX/KDBC/NDBC (3509)	Demo	
Sales Office	KFOX/NFOX	Order Type	Normal
Buyer Name	/	Package Deal	
Phone/Fax		Commission %	15.00
CPE	2016	Commission	\$1,125.00
Account Types	Local/Political Issue Agency BRD	Net Total	\$6,375.00
Billing Type	Standard	Sales Tax	
Comments			

El Paso (KFOX)		
By Broadcast Month	Spots	Rate
Oct. 2016	6	\$1,070.00
Nov. 2016	25	\$6,430.00
Grand Total:	31	\$7,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/21/16-10/21/16	2	:30	5A- 6A (MST)						3			3	\$90.00	\$270.00	El Paso (KFOX)		10/19/16
2.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	5A- 6A (MST)	4	X	X	X	X				4	\$90.00	\$360.00	El Paso (KFOX)		10/19/16
3.0	Normal Line / SPOT	10/21/16-10/21/16	2	:30	6A- 7A (MST)						1			1	\$300.00	\$300.00	El Paso (KFOX)		10/19/16
4.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	6A- 7A (MST)	2	X	X	X	X				2	\$300.00	\$600.00	El Paso (KFOX)		10/19/16
5.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	10P- 11P (MST)	1	X	X	X	X				1	\$300.00	\$300.00	El Paso (KFOX)		10/19/16
6.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	7A- 8A (MST)	2	X	X	X	X				2	\$250.00	\$500.00	El Paso (KFOX)		10/19/16
7.0	Normal Line / SPOT	10/21/16-10/21/16	2	:30	5P- 6P (MST)						2			2	\$250.00	\$500.00	El Paso (KFOX)		10/19/16
8.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	5P- 6P (MST)	2	X		X	X				2	\$250.00	\$500.00	El Paso (KFOX)		10/19/16
9.0	Normal Line / SPOT	11/07/16-11/11/16	2	:30	5A- 6A (MST)	3	X	X	X	X				3	\$90.00	\$270.00	El Paso (KFOX)		10/19/16
10.0	Normal Line / SPOT	11/07/16-11/11/16	2	:30	6A- 7A (MST)	2	X	X	X	X				2	\$300.00	\$600.00	El Paso (KFOX)		10/19/16
11.0	Normal Line / SPOT	10/31/16-11/04/16	3	:30	6:30P- 7P (MST)	1	X	X	X	X				1	\$500.00	\$500.00	El Paso (KFOX)		10/19/16
12.0	Normal Line / SPOT	11/07/16-11/11/16	3	:30	6:30P- 7P (MST)	1	X	X	X	X				1	\$500.00	\$500.00	El Paso (KFOX)		10/19/16
13.0	Normal Line / SPOT	11/07/16-11/11/16	2	:30	10P- 11P (MST)	1	X	X	X	X				1	\$300.00	\$300.00	El Paso (KFOX)		10/19/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbj.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



KFOX
200 S Alto Mesa Dr
El Paso, TX 79912

Contract # 2665709

Schedule Dates	10/21/16-11/11/16	Date Entered	10/19/16
Advertiser	Kids First of El Paso PAC (113265)	Last Modified	10/20/16
Agency	Forma Agency (17235)	Entered By	Patricia Gonzalez
Product	POLITICAL ISSUE (ns) (1187)	CO-OP	No
Brand	2016 (871124)	Headline #	
Salesperson	HOUSE-EL PASO, KFOX/NFOX/KDBC/NDBC (3509)	Demo	
Sales Office	KFOX/NFOX	Order Type	Normal
Buyer Name		Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	2016	Commission	\$1,125.00
Account Types	Local/Political Issue Agency BRD	Net Total	\$6,375.00
Billing Type	Standard	Sales Tax	
Comments			

El Paso (KFOX)		
By Broadcast Month	Spots	Rate
Oct. 2016	6	\$1,070.00
Nov. 2016	25	\$6,430.00
Grand Total:	31	\$7,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	11/07/16-11/11/16	2	:30	7A- 8A (MST)	2	X	X	X	X	X			2	\$250.00	\$500.00	El Paso (KFOX)		10/19/16
15.0	Normal Line / SPOT	11/07/16-11/11/16	2	:30	5P- 6P (MST)	2	X	X	X	X	X			2	\$250.00	\$500.00	El Paso (KFOX)		10/19/16
16.0	Normal Line / SPOT	10/31/16-11/04/16	2	:30	9P- 10:05P (MST)	1	X		X	X	X			1	\$500.00	\$500.00	El Paso (KFOX)		10/19/16
17.0	Normal Line / SPOT	11/07/16-11/11/16	2	:30	9P- 10:05P (MST)	1	X		X	X	X			1	\$500.00	\$500.00	El Paso (KFOX)		10/19/16

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
-----------------------------	-------	-------------------	-------	-----------

The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at: <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.